



Sandler's **Professional Advantage**

A systematic approach to client development

sm

It doesn't matter what you call it —
Client Development, Practice-building, or Marketing —
everyone sells.

But not everyone is comfortable selling.



Sandler Sales Institute[®]
sm

What word do many professionals try to avoid?



Sell.

You are not alone if you are uncomfortable with this word; uncomfortable with the fact that part of your job requires that you “sell” yourself, your ideas, your company and services to your clients. You perceive traditional selling strategies as exploitative and even manipulative behavior. It goes against your grain to think of yourself in the role of a stereotypical salesperson.

Sell doesn't have to be a bad word,

it can be just another word for **success**. Sell is a word that *should* be used in the offices of attorneys, accountants, engineers, architects and other professionals and consultants. It's a necessary skill in today's competitive marketplace.

Do you or your associates have any of these concerns?

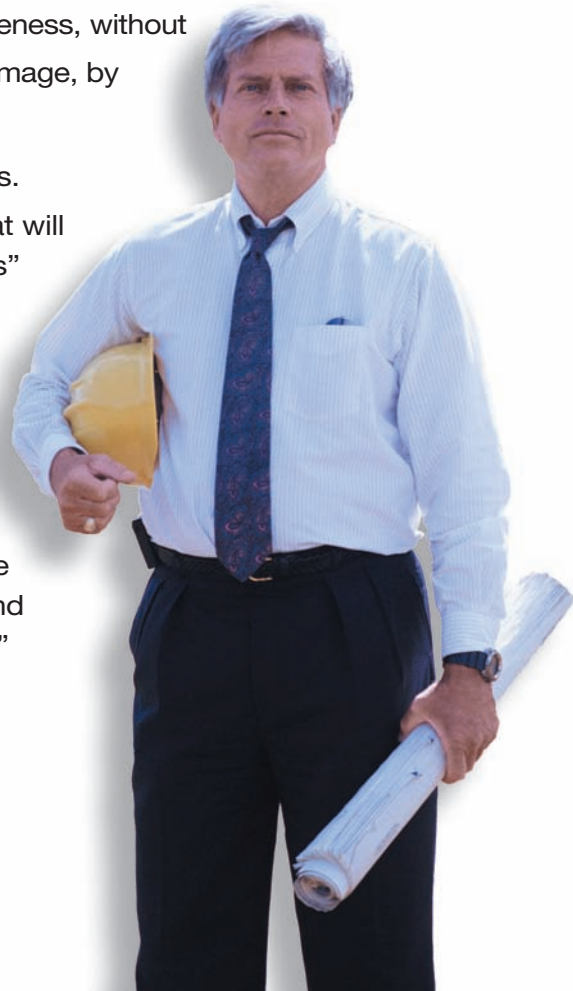
- Too much unpaid consulting
- Uncomfortable being in, or being perceived to be in, the selling role
- Don't know how to ask potential clients for a commitment
- Hesitant about asking for referrals or ineffective in getting them
- Frustrated by dealing with committees or sales cycles that go on too long
- Uncomfortable when discussing money issues
- Don't always recognize a business opportunity
- Often do not charge enough

works!
Sandler
®

Sandler's Professional AdvantageSM is specifically designed to address the attitudes and behaviors essential to productive business development. Our training complements the diagnostic, creative, analytical, and consultative personalities and skills of professional services providers. Selling is a respectable and profitable part of your profession, and a necessary function of marketing and growing your business.

Sandler's Professional AdvantageSM will help you develop a sales awareness, without the stereotypical salesperson image, by showing you how to:

- **Sell** yourself and your ideas.
- **Conduct** presentations that will permit the client to say “yes” *without* pressure from you!
- **Help** your organization develop a larger client base.
- **Learn** why people really buy; **qualify** prospective clients quickly and therefore shorten the selling cycle; and **handle** “Buyer’s Remorse.”





Handle the Pressures of Business Development

Learn how the “buyer’s system” operates and how to avoid unpaid consulting; how to deal with money issues; and how to get a commitment and stay in control without offending your prospective clients.

Sandler’s Professional AdvantageSM will help you with account development strategies, management of existing client relationships and referral development, as well as networking and prospecting activities.

Sandler's Professional AdvantageSM program materials include a participant workbook and 12 high-quality audio reinforcement CDs. You can refer to these materials whenever you wish to explore specific topics or review material from a recent training session.

Enroll Today

Call your Sandler Sales Institute[®] trainer today to find out more about **Sandler's Professional Advantage**SM training for successful client development.

